Dallas, Texas

A VIRTUAL ADVISORY SERVICES PANEL FROM THE ULI RESILIENT LAND USE COHORT

AUGUST 12, 2020

Source: City of Dallas
About the Urban Land Institute

**ULI Mission:** to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

- A multi-disciplinary membership organization with more than 45,000 members in private enterprise and public service

- What the Urban Land Institute does:
  - Conducts Research
  - Provides a forum for sharing of **best practices**
  - Writes, edits, and publishes **books** and **magazines**
  - Organizes and conducts **meetings**
  - Directs outreach programs
  - Conducts **Advisory Service Panels**
ADVISORY SERVICE PANELS

Since 1947, the Advisory Service Panels has assembled well over 700 ULI members to help sponsors find creative, practical solutions for issues on a variety of land use subjects such as downtown redevelopment, land management, and development strategies.
Urban Resilience at ULI

• The Urban Resilience program brings ULI’s expertise in land use, real estate, and climate resilience to communities nationwide.

• Resilience panels:
  • Provide land use and development strategies for vulnerable sites
  • Assess policy opportunities to enhance community resilience
  • Craft strategies for implementation and funding of resilience projects and programs
Resilient Land Use Cohort

Program Overview

- RLUC is building a platform for **advisory services, technical assistance** and **knowledge sharing** between 8 cities and their ULI District Councils.

- The project is generously supported by JPMorgan Chase through a grant to the ULI Foundation.

- The cohort will support cities to take action toward climate adaptation and resilience through technical assistance from the ULI membership and peer-to-peer exchange.
Virtual Advisory Services Panel
A 2.5 day all-virtual model of a traditional 5-day, in-person Advisory Services Panel

- **Day 1:**
  - Sponsor briefing and Q&A
  - Stakeholder interviews
  - Initial panelist deliberation

- **Day 2:**
  - Panelist deliberation and work sessions
  - Draft narrative produced
  - Presentation of recommendations produced

- **Day 3:**
  - Presentation of recommendations
Introduction

Ladd Keith, Ph.D. (Panel Chair)
Assistant Professor in Planning, University of Arizona
Thank you to our sponsors!

JPMorgan Chase & Co.  
City of Dallas
Thank you Stakeholders!

ULI Panelists

Selected for their subject matter expertise to provide **objective, volunteer** recommendations

**Ladd Keith, Ph.D. (Panel Chair)**
Assistant Professor in Planning
University of Arizona

**Jill Allen Dixon, AICP**
Associate Principal
Sasaki

**Pegy Brimhall**
Principal
Figurd Development

**Chanceé Lundy**
Co-Founder
Nspiregreen, LLC

**Riki Nishimura, AIA, RIBA, LEED AP BD+C, NCARB**
Associate Principal
Populous

**ULI Staff**
Lauren Callaghan
Director
Advisory Services

Augie Williams-Eynon
Senior Associate
Sustainability

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Resilient Land Use Cohort: Dallas, TX (August 2020)
Walnut Hill/Denton DART Station Study Area

Provide recommendations for the land use, infrastructure, and social investments related to climate resilience for the study area around the Walnut Hill/Denton DART Station.
Panel Questions

Questions guiding our panel recommendations.

- What policy and regulatory adjustments should be considered to impact localized investments and broaden the types of small and minority- and women-owned business enterprises (M/WBEs) in the study area?
- What types of infrastructure investments would make multimodal transportation easier and more frequently chosen by the area’s residents and workers?
- What types of design and infrastructure are needed to attract and sustain a growing population of mixed-income residents and ensure climate resilience and environmental justice?
- What stakeholders and organizations need to be brought together to impact the physical environment, economic growth, and quality of life for residents and workers?
Panel's Approach

Ensure that efforts to enhance urban resilience not only reduce vulnerability, but also strengthen environmental performance, economic opportunity and social equity.

- Foster equitable sustainable social networks and strong sense of place,
- Value local perspectives and enhance the existing character of the area,
- Design better physical connections using a variety of transportation modes, and
- Introduce a mix of development types and uses

Northaven Trail. Source: City of Dallas
Vision of Study Area

1. Authentic Sense of Place – Enhance the character of the study area and each community within it
2. Safe and Welcoming – Address safety issues through supportive strategies
3. Sense of Community – Provide an avenue for future transformation into a diverse community
4. Connectivity – Provide connectivity through ecological, placemaking, infrastructure, and social enhancements
5. Green and Resilient – Leverage the existing green assets to provide a network of open space and parks
6. Living and Transportation Options – Enhance mobility choices and housing choices
7. The Time is Now – Take advantage of the timing of current opportunities to catalyze positive momentum for the study area

Source: City of Dallas
Understanding Possibilities

Chanceé Lundy
Co-Founder, Nspiregreen, LLC
Community Snapshot

Building stronger communities means centering the needs of the people of the community

- Residents
  - 61% Hispanic
- 700 businesses
- 4000 jobs
- Parker University
  - 1700 students
  - 300 faculty
- Underserved groups
  - People experiencing homelessness
  - People using drugs
  - Victims of sex trafficking
  - Sex workers
- Businesses
  - Warehouses
  - Manufacturing
  - Retail trade
  - Sexually oriented businesses
Existing Challenges in the Study Area

Diagnosing the issues

- Climate-related challenges
  - Extreme storm events
  - Urban flooding
  - Extreme heat
- Safety issues (Nov 2019-June 2020)
  - Sexual assaults
  - 129 business burglaries
  - 83 burglaries of motor vehicle
  - 104 unauthorized use of motor vehicle
  - 36 aggravated assaults
- Illicit Activities
  - Human trafficking
  - Sex work
- People experiencing homelessness
- Lack of community amenities such as grocery stores and green space

Source: City of Dallas
Promise and Possibility

Building on Strengths

- Cultural Diversity
  - Celebrate the community diversity
  - Hispanic, Latinx, and Korean businesses
  - Stability of neighborhoods to the east

- Employment Center
  - Parker University
  - Warehouse and manufacturing
  - Entrepreneurial businesses
  - UPS
  - Growing momentum from surrounding area

Source: City of Dallas
Promise and Possibility
Building on Strengths

- **Accessibility**
  - Central location – easily accessible to downtown
  - Accessible to highways such as I-35E and major arterials
  - Walnut Hill/Denton DART Station
  - Trail connections
  - Proximity to airports

- **Planning Efforts**
  - Comprehensive Environmental & Climate Action Plan (CECAP)
  - Connect Dallas
  - Complete Streets Design Manual
  - forwardDallas! update

- **Northwest Dallas Business Association**

Northaven Trail, City of Dallas
Creating A Sense of Place

Building on Strengths

- Reestablishing community identity
  - Gateway
  - Art
- Potential to enhance open space/ ecological resources
  - MoneyGram Soccer Field
  - Northaven Trail
  - Joe’s Creek West Fork
- Repurposing warehouse space
- Parker University
  - Opportunity to grow and expand
- DART Station
  - Focal point
- Community gathering spaces
  - Community gardens
  - Recreational amenities
  - Development around transit station
- Multimodal connectivity

Mockingbird DART Station. Source: Google
Rapid Relief
Short Term Solutions to Existing Challenges

- Code enforcement and compliance
- Social services
  - Dispatch social service providers to the area
  - Plan long-term to address issues
- Pop-up farmer’s market at DART Station
- Wayfinding

Walnut Hill/Denton DART Station. Source: City of Dallas
Business Opportunities

- Understand community preferences for the types of businesses
- Provide awareness of business incentives for relocation to the study area
- Use vacant warehouses as an opportunity for business incubators (offices and restaurants)
- Partner with NW Dallas Business Association

Source: City of Dallas
Land Use, Design, and Infrastructure

Jill Allen Dixon, AICP
Associate Principal, Sasaki

Riki Nishimura, AIA, RIBA, LEED AP BD+C, NCARB
Associate Principal, Populous
Seven Design Drivers

1. Create a vision plan
2. Enhance the area’s resilience capacity
3. Connect, connect, connect
4. Expand green infrastructure
5. Create communities with district character
6. Rethink and evaluate new typologies of live, work, learn, play
7. Establish a catalytic pilot development project
Create a Vision Plan

Together, establish an identity / brand

- **Inclusive process** that brings together the study area’s many constituents to define a shared vision for the future
- Articulate **desired neighborhood character and mix of uses**
- Identify strategies for **study area-wide enhancements** (cleaning, lighting, public art, gateway treatment, etc.)
- **Defining a name for the study area**
- Consider **operational/financial tools or partnerships** for implementation (ex. BID)
- **Zoning change as implementation tool**
- **Future plans:**
  - Branding & marketing strategy
  - Signage & wayfinding plan
  - Public art plan
  - Operations, maintenance, and management strategy

Source: Populous
Enhance the Area’s Resilience Capacity
Take a multi-scale, multi-layer approach to heat, storms, and flooding

**Resilience Layers:**
- Resilient buildings - hazards & reduced environmental footprint
- Resilience hubs - community shelters from heat & storms
- Resilient businesses - operational resilience
- Urban forest and cool corridors
- Resilient infrastructure

Source: City of Dallas
Connect, Connect, Connect

Trail connections + green space access + gathering spaces

1 - Complete, green streets

2 - Northaven Trail Extension
Expand Green Infrastructure

Keeping the area cool with plants

Opportunities
- Reduce surface water runoff
- Decrease urban heat island effect

Who should be involved?
- City of Dallas
- Complete streets
- Public right-of-way
- Homeowners and businesses
- Incentive: Reduced drainage fee

Source: Sasaki

Mid-South Regional Resilience Plan (Greater Memphis)
Create Communities with Distinct Character

- Design for people
- Create distinct sub-neighborhoods and communities to promote a sense of well-being that enhance health and happiness.
- Consider the psychological, social, and cultural dimensions
Rethink and evaluate new typologies of Live, Work, Learn, Play

- Design for prosperity
- Plan for developments that embrace the economic and commercial forces of its surroundings
- Establish developments that provide a foundation for the sustainable prosperity for local jobs
Establish a catalytic pilot development project

DART Station – Transit-Oriented Development Opportunity

- Mixed-use, living local, community destination
- Locally-sourced food hall / market
- Encourage inclusive, welcoming developments that bring people together through interaction, collaboration, and stimulate participation

Mixed-Use Development on 14th Street, Washington D.C. Source: Wikimedia / keizers
Development and Investment

Pegy Brimhall
Principal, Figurd Development
It’s Time for Resilience

A two-prong approach to recover and reposition more quickly

Large Lots

Small Lots
Enacting a Grand Vision

Assembling Lots as a Method

- Current zoning not conducive
- Market timing is now for developers
- Assembling lots is lengthy process
- Developers seek existing large lots
- Few large lots exist in study area

Tools for Assembling Lots

- Equity investment approach
- Urban land bank
- Graduated density zoning
Activating Infill Renewal

Small-to-Mid Scale Development

- Word-of-mouth opportunities
- $1m to $10m range project value
- Need grand vision momentum
- Use existing land prices
- Financing difficult
- Reflects diversity and creates pride
- Supports entrepreneurship
- Positive impact to local economy

Tools for Small-to-Mid Size Projects

- Easy-access lending programs
- Bank underwriting task force
- Public equity co-investing

Chophouse Row. Source: ULI

Resilient Land Use Cohort: Dallas, TX (August 2020)
Power of the Stable Few
A Two-Prong Approach

Resilient Development
- Develop small and large lots
- Make lot assembly easy
- Publicize vision, coherent message
- Support young and minority developers
- Make lending easy

Resilient development shortens building and rebuilding time.

Source: Unsplash / Ivan Henao
Recommended Next Steps
Champions to Move Vision Forward

We recommend a partnership be formed with the following champion groups and organizations (not exhaustive) to help move the vision forward.

- City of Dallas
- Dallas Area Rapid Transit (DART)
- Parker University and other key employers
- Bachman/NW Highway Community Association, Webb Royal Crime Watch, Caillet Crime Watch Program, Bradford Estates Neighborhood Association, Colony Square HOA, Neighbors Against S.O.B.’s, Midway Hollow, Northwest-Bachman Community Association
- Northwest Dallas Business Association
- Korean American Coalition, Korean Chamber
- Friends of Bachman Lake
- ULI Dallas Fort Worth
Recommended Next Steps

- Coordinate and support the group of champions
- Engage social services and providers
- Activate DART station parking lot
- Install bilingual wayfinding
- Identify and publicize a safe and accessible resilience hub
- Explore development financing tools to leverage current opportunities
Thank you!